```
1
            THE UNITED STATES DISTRICT COURT
           FOR THE NORTHERN DISTRICT OF OHIO
2
                    EASTERN DIVISION
3
4
    IN RE: NATIONAL :
    PRESCRIPTION OPIATE: MDL NO. 2804
5
    LITIGATION
6
                        : CASE NO.
    THIS DOCUMENT :
                             1:17-MD-2804
    RELATES TO ALL CASES: Hon. Dan A. Polster
8
                Thursday, April 25, 2019
9
10
11
        HIGHLY CONFIDENTIAL - SUBJECT TO FURTHER
12
                 CONFIDENTIALITY REVIEW
13
           Videotaped deposition of DAVID A.
14
    KESSLER, M.D. (Day 1), taken pursuant to
15
16
    notice, was held at Baron & Budd, 600 New
17
    Hampshire Avenue NW, Floor G, Washington, DC
18
    20037, beginning at 9:28 a.m., on the above
19
    date, before Lisa V. Feissner, RDR, CRR, Notary
2.0
    Public.
2.1
22
23
               GOLKOW LITIGATION SERVICES
           877.370.3377 ph | 917.591.5672 fax
24
                    deps@golkow.com
```

- instructions that say that that had to be in.
- I mean, I don't want to -- let me just finish
- ³ if I may.
- I don't know -- we could have a
- 5 discussion and try to figure out if one just
- said these were addictive products, right, and
- ⁷ the risk of addiction -- I don't know whether
- 8 FDA -- I'd have to go back and think about it,
- 9 whether that would be sufficient.
- Q. Do you remember what the product
- said about addiction at the time of initial
- 12 approval?
- 13 A. Which product are you talking
- 14 about?
- Q. Well, any -- any product. Let's
- start with OxyContin.
- A. Well, it certainly had a -- the
- 18 Schedule II statement. This was similar to
- 19 morphine, right?
- Q. Do you remember what else it said
- 21 about addiction?
- A. There were statements on iatrogenic
- addiction, I believe, in the label, and there
- was a statement that was a "reason to believe"

- 1 statement in the label.
- Q. Just so I'm clear, are you
- 3 testifying that having language about tolerance
- 4 and dependence in the label was somehow a bad
- ⁵ or misleading thing?
- 6 MR. RAFFERTY: Object to the form.
- A. I'm not -- I'm saying that to the
- 8 extent that one can talk about -- to the -- to
- 9 the extent that one talks and trumpets
- dependence and tolerance as distinct from
- 11 addiction and don't -- you can go to higher
- doses because this is just tolerance or
- dependence and this is not addiction, I think
- was very dangerous.
- Q. Do you know of any scientific
- 16 textbook that refuses to draw any distinctions
- between tolerance, dependence, and addiction?
- A. Complete distinctions? Yes. I
- think there's significant writing that talks
- about -- there may be definitions over time
- that tries to make distinctions, but there's
- 22 also considerable literature about overlap
- between those and how dependence --
- I mean, in the end of the day,

```
1
                  CERTIFICATE
2.
3
           I, Lisa V. Feissner, RDR, CRR, CLR,
    Notary Public, certify that the foregoing is a
4
5
    true and accurate transcript of the deposition
6
    of said witness, who was first duly sworn by me
7
    on the date and place hereinbefore set forth.
8
9
           I further certify that I am neither
    attorney nor counsel for, nor related to or
10
11
    employed by, any of the parties to the action
12
    in which this deposition was taken, and
13
    further, that I am not a relative or employee
14
    of any attorney or counsel employed in this
15
    action, nor am I financially interested in this
16
    case.
17
            Lisa II Frise no
18
           Lisa V. Feissner, RDR, CRR, CLR
19
           Notary Public
20
           Dated: APRIL 29, 2019
21
22
            (The foregoing certification of this
    transcript does not apply to any reproduction
23
    of the same by any means, unless under the
    direct control and/or supervision of the
24
    certifying reporter.)
```

```
1
            THE UNITED STATES DISTRICT COURT
           FOR THE NORTHERN DISTRICT OF OHIO
2
                    EASTERN DIVISION
3
4
    IN RE: NATIONAL :
    PRESCRIPTION OPIATE: MDL NO. 2804
5
    LITIGATION
6
                        : CASE NO.
    THIS DOCUMENT :
                             1:17-MD-2804
    RELATES TO ALL CASES: Hon. Dan A. Polster
8
9
                 Friday, April 26, 2019
10
11
        HIGHLY CONFIDENTIAL - SUBJECT TO FURTHER
12
                 CONFIDENTIALITY REVIEW
13
           Videotaped deposition of DAVID A.
14
    KESSLER, M.D. (Day 2), taken pursuant to
15
16
    notice, was held at Baron & Budd, 600 New
17
    Hampshire Avenue NW, Floor G, Washington, DC
18
    20037, beginning at 8:07 a.m., on the above
19
    date, before Lisa V. Feissner, RDR, CRR, Notary
2.0
    Public.
2.1
22
23
               GOLKOW LITIGATION SERVICES
           877.370.3377 ph | 917.591.5672 fax
24
                    deps@golkow.com
```

- A. So I think the practice of
- medicine -- you go back, you know; you look at
- how opioids were used. Back in 1990s, chronic
- 4 opioids -- I mean, extended-release opioids
- were not recommended.
- 6 1980, that drug of choice book that
- ⁷ I showed yesterday, if you look at, for
- 8 example, this picture, you know, is very
- 9 different than this picture.
- And what you see is this sense
- of -- this perception without data that there
- would be improved functionality, that this can
- be used in a broad range of indications such as
- back pain, in osteoarthritis, I don't think
- would have ever happened -- I'm sorry -- that
- would not happen to the extent it would happen
- but for -- but for marketing.
- Q. Do you think anything other than
- manufacturers' misleading promotion and
- 20 marketing of their opioid products contributed
- to the increase in opioid prescriptions during
- the time period you're talking about?
- MR. RAFFERTY: Object to the form.
- A. I think that the -- if you're

- 1 asking me about the increase in prescriptions,
- 2 I think it was the misleading promotion of
- manufacturers that contributed to the increase
- 4 of promotion [sic].
- 5 Your company specifically had
- 6 probably the most extensive and most
- 7 sophisticated system that I've seen on
- 8 measuring return on investment, measuring
- 9 return on investment on coupons, on detailing,
- in Ohio, in Akron, in Cleveland East, in
- 11 Cleveland West, right.
- 12 Q. Okay. I --
- A. So there was no --
- Q. I understand --
- MR. RAFFERTY: Hang on. He can
- finish his question.
- Q. I have limited time, and you're
- 18 jumping --
- A. Sure. I'm sorry. I'm sorry. I
- ²⁰ apologize.
- Q. You're going astray.
- MR. RAFFERTY: You asked --
- Q. I'm sorry, but you are going
- 24 astray.

```
1
                  CERTIFICATE
2.
3
           I, Lisa V. Feissner, RDR, CRR, CLR,
    Notary Public, certify that the foregoing is a
4
5
    true and accurate transcript of the deposition
6
    of said witness, who was first duly sworn by me
7
    on the date and place hereinbefore set forth.
8
9
           I further certify that I am neither
    attorney nor counsel for, nor related to or
10
11
    employed by, any of the parties to the action
12
    in which this deposition was taken, and
13
    further, that I am not a relative or employee
14
    of any attorney or counsel employed in this
15
    action, nor am I financially interested in this
16
    case.
17
            Lisa V. Feissner
18
           Lisa V. Feissner, RDR, CRR, CLR
19
           Notary Public
20
           Dated: April 30, 2019
21
2.2
            (The foregoing certification of this
    transcript does not apply to any reproduction
23
    of the same by any means, unless under the
    direct control and/or supervision of the
24
    certifying reporter.)
```